

MAR 22 2005

FILED VIA FACSIMILE

PATENT APPLICATION
Docket No. 14531.151

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

| | | |
|----------------------|--|------------|
| In re application of | |) |
| | |) |
| | Stuart Ozer et al. |) |
| | |) |
| Serial No. | 09/991,389 |) Art Unit |
| | |) 2161 |
| Filed: | November 21, 2001 |) |
| | |) |
| Confirmation No. | 5411 |) |
| | |) |
| For: | METHODS AND SYSTEMS FOR SELECTIVELY DISPLAYING ADVERTISEMENTS |) |
| | |) |
| Examiner: | Patrick J.D. Santos |) |
| | |) |
| Customer No. | 47973 |) |

AMENDMENT "B"

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action of January 26, 2005 (paper no. 20050121), please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 10 of this paper.

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March 22, 2005

Total Number of Pages
(including cover letter):

18

Please deliver the transmitted facsimile pages to:

Examiner Patrick Santos

Business Phone (703) 305-0707
Telecopier Phone: (703) 872-9306
From: JENS C. JENKINS
Comments: Please see attached.
Serial No. 09/991,389
Docket No. 14531.151

If you do not receive all the pages or they are unreadable, please contact me as soon as possible at (801) 533-9800.

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CM0000004249V001

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Stuart Ozer et al.

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Examiner: Patrick J.D. Santos

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) Art Unit
) 2161CERTIFICATE OF FACSIMILE TRANSMISSIONMail Stop RCE
Commissioner for Patents
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Alexandria, VA 22313-1450

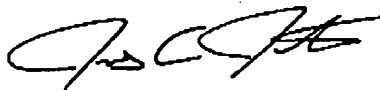
Sir:

I hereby certify that this paper is being transmitted via facsimile to the Patent and Trademark Office to phone no. (703) 872-9306 (Formal Fax No.) on the date shown below.

- Amendment "B" (11 pages)
- Request for Continued Examination (2 pages)
- Form PTO-2038 in the amount of \$790.00
- Amendment Transmittal Letter (2 pages)

Dated this 22 day of March 2005.

Respectfully submitted,

JENS C. JENKINS
Registration No. 44,803
Attorney for Applicant

Customer No. 47973

RDN:JCJ:cm
CM0000005726V001

The fee has been calculated as follows.

| | | | SMALL ENTITY | | LARGE ENTITY | |
|--|---------------------------------|---------------|--------------|-------------|--------------|-------------|
| CLAIMS REMAINING AFTER | HIGHEST NO. PREVIOUSLY PAID FOR | PRESENT EXTRA | RATE | ADD'T'L FEE | RATE | ADD'T'L FEE |
| Total = 35 | 48 | 0 | X | | X 50 | 0 |
| Independent = 1 | 5 | 0 | x | | X200 | 0 |
| 1 st PRESENTATION OF MULTIPLE DEPENDENT CLAIM | | | += | | += | 0 |
| | | | TOTAL | | TOTAL | 0 |

X The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 23-3178.

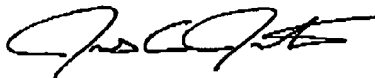
X Any filing fees under 37 CFR 1.16 for the presentation of extra claims.

X Any patent application processing fees under 37 CFR 1.17.

X Any fees for filing a terminal disclaimer under 37 CFR §§ 1.321(c) and 1.20(d).

Dated this 22 day of March 2005.

Respectfully submitted,



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Attorneys for Applicant

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